



Governor's Office of  
Economic Development  
OUTDOOR RECREATION OFFICE



***AmerSports, Salt Lake County, the Utah Outdoor Recreation Office,  
Visit Salt Lake, Western Spirit Cycling, and the Outdoor Industry Association invite you  
to a reception at Outdoor Retailer***

*Friday, January 24 from 4:00-6:00pm  
Salomon Booth (36126) at Outdoor Retailer Winter Market  
Salt Palace, Salt Lake City*

Outdoor Retailer (OR) is the largest outdoor products trade show in the world. OR is where orders are written, new accounts are found, connections are made and brands are launched. From small shops and regional chains, to the largest national and international dealers in every category — specialty, specialty chain, general sporting goods, military, resort, mail order, big box and mass merchant retailers — OR attracts thousands of buyers and senior level decision makers looking for outdoor specific products, services, brands, fresh ideas, apparel launches, and outdoor innovation.

We invite you to visit the Salt Palace to see the show, meet Utah outdoor retailers, manufacturers, and suppliers, and learn more about the outdoor industry.

Please RSVP to Lindsay Bourgoine at the Outdoor Industry Association at [lbourgoine@outdoorindustry.org](mailto:lbourgoine@outdoorindustry.org) or 303.327.3490.

We hope to see you there!

